



# Safety - Your Most Important Call

No phone call is worth a life.

# Safety - Your Most Important Call



- CTIA and its member companies -- carriers and manufacturers -- are involved in an on-going, pro-active education effort.



# Safety - Your Most Important Call

## From October 1997 to May 2000



- Over 65,000,000 bill stuffers sent to customers
- Over 20,000,000 educational brochures in print
- Over 271,000 educational safety displays in retail stores across the country
- Initiated a nation wide toll-free consumer information number -- (888) 901-SAFE



# Safety - Your Most Important Call Ten Big Tips



**SAFETY Rules!**

Thousands of people in the U.S. today take advantage of the unique combination of convenience, safety and value delivered by the wireless telephone. The wireless phone gives people the powerful ability to communicate by voice — almost anywhere, anytime — with the home, with a client, with the kids, with emergency personnel or with the police.

When driving with a wireless phone, subscribers should use their phone responsibly and make safety their first priority. Following are suggested tips to follow which should be easy to remember. For more information, please call 1-800-911-SAFETY or visit our website [www.911.com](http://www.911.com).

**10 Big Tips for safely using your wireless phone while driving:**

1. Get to know your wireless phone and its features such as speed dial and redial.
2. When available, use a hands-free device.
3. Position your wireless phone within easy reach.
4. Let the person you are speaking with know you are driving. If necessary, suggest the call in heavy traffic or hazardous weather conditions.
5. Do not take notes or look up phone numbers while driving.
6. Dial sensibly and assess the traffic if possible; place calls when you are not moving or in ultra-pulling into traffic.
7. Do not engage in stressful or emotional conversations that may divert your attention from the road.
8. Dial 9-1-1 or other local emergency number to report serious emergencies — it's free from your wireless phone!
9. Use your wireless phone to help others in emergencies.
10. Call roadside assistance or a special non-emergency wireless number when necessary.

**Safety. Your most important call.**

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- Get to know your wireless phone.
- Use hands-free.
- Position your phone within reach.
- Let people you are speaking with know you are driving.
- Do not take notes or look up numbers.
- Dial sensibly and assess traffic.
- Do not engage in stressful conversations.
- Dial 9-1-1 to report serious emergencies.
- Help others in emergency situations.
- Call roadside assistance when needed.



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## Pop-Up Safety Logo



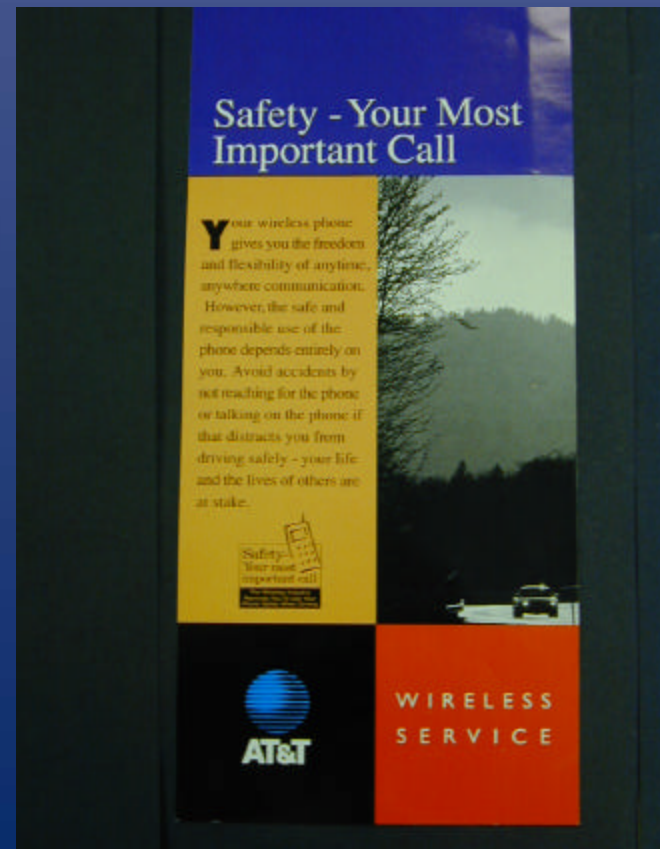
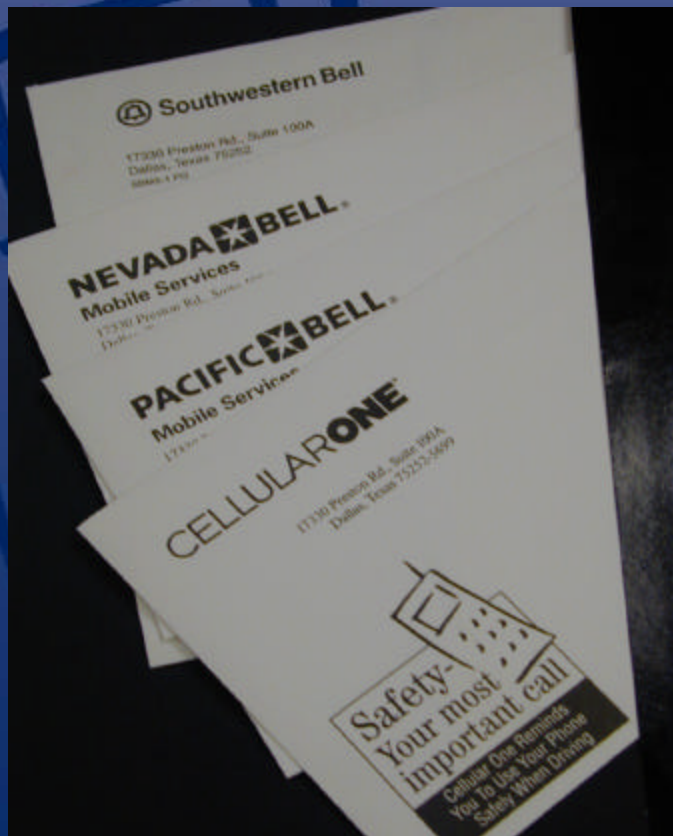
# Safety - Your Most Important Call In-Box Safety Information



100% of  
Manufacturers  
include safety  
information in  
the boxes of  
CTIA Certified  
Phones



# Safety - Your Most Important Call



# Safety - Your Most Important Call Company Efforts

**NOKIA**  
CONNECTING PEOPLE

**AT&T**  
Family Plan

**First Cellular**  
SMARTPAY

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**Manage your First Cellular**

**BENTON - CARBONDALE - MT. CARMEL - MT.**  
Your Local First Cellular Authorized First Call

**All SMARTPAY usage is rounded**  
Other restrictions

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- Created public service announcement with the support of the National Safety Council
- Results from December 1999 to May 2000:
- Airing in 155 television markets
- Making more than 188 million viewer impressions across the United States
- Reaching more than 88 million listeners



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- Launched national drive-time radio campaign to reach drivers when they are most receptive -- behind the wheel.

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## Safety Pledge

- Inclusion of a visible safety logo in all broadly available print advertising and materials;
- Placement of print and TV/radio advertising containing a safety message;
- Placement of safety materials in all company-run stores;
- Readily available and prominently displayed hands free equipment in retail outlets;
- Distribution of safe use materials to customers at least twice a year; and
- Work with appropriate safety groups to promote the safe use message.



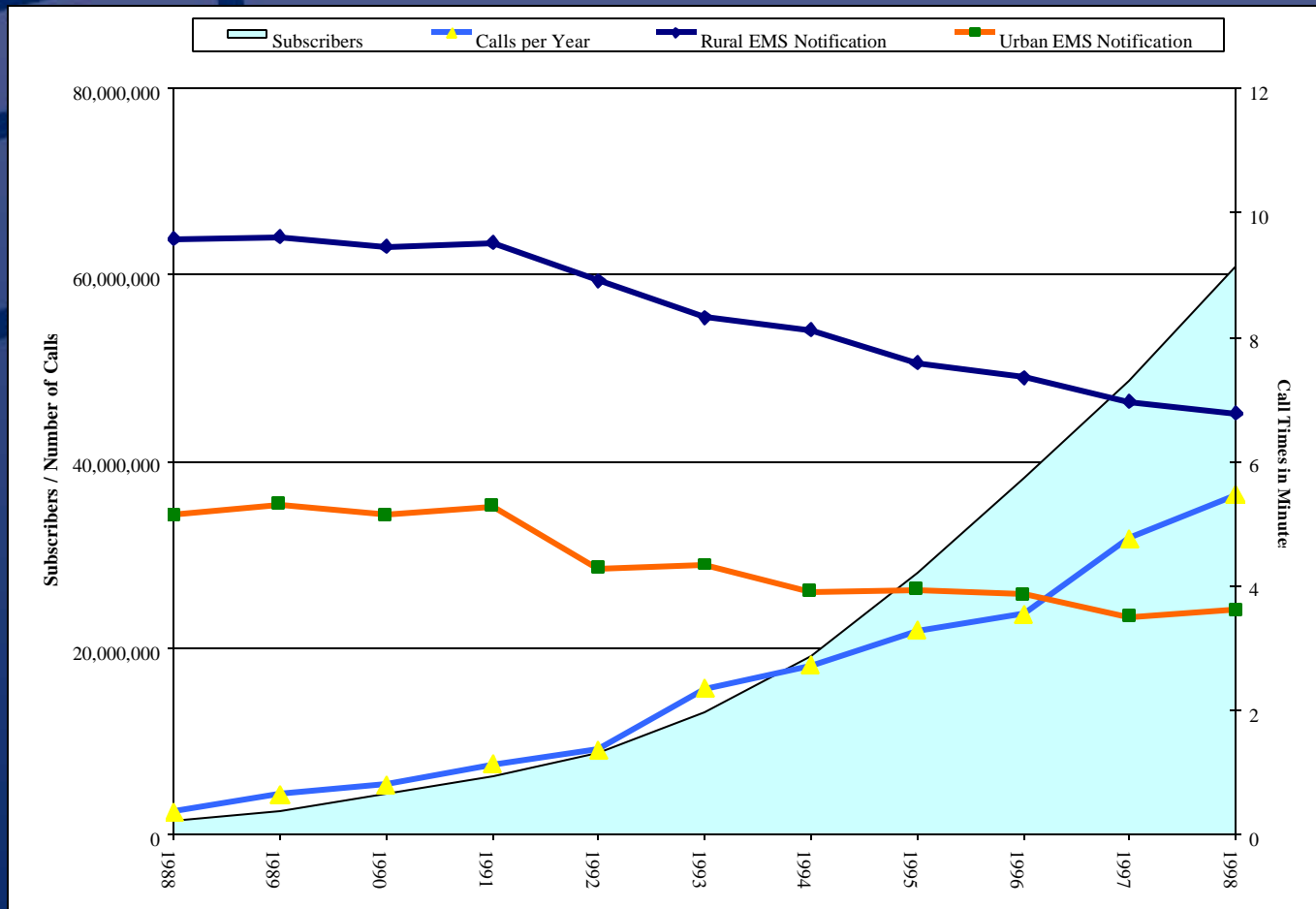
# Safety - Your Most Important Call

- In the United States today, more than 95 million people take advantage of the unique combination of convenience, safety and value delivered by the wireless telephone.
- Every day, more than 118,000 emergency calls are made each day on wireless phones. These calls provide a critical link to safety.

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- In the past 10 years, emergency response time has decreased, as accident notification from wireless phones has increased.

# Emergency Response Time Decreases -- Wireless Subscribership Increases



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## Emergency Response

“Immediately following medical emergencies, the severity of the injuries increase and the chances of survival diminish each second, minute and hour until treatment is administered. Medical professionals refer to this time as the “Golden Hour.” ... A wireless call for help often means the difference between life and death – because it gets the response chain of survival moving.” -- May 2, 2000 Testimony of Kellie Hubbell, a nurse educator at University of California Los Angeles (UCLA) Emergency Medicine Center.



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## Working Together in the Future

- Enact statewide education efforts, if state Departments of Transportation were encouraged to allocate budget funds
- Make information available on safe driving, including 10 safety tips, in state department of motor vehicle bureaus
- Place safe driving message in prominent roadside locations. (i.e., Pennsylvania Turnpike)
- Promote PSA's about responsible driving

